

The New Corporate Culture In Contemporary Era : An Analysis Of Employees Shock

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui dampak budaya perusahaan terhadap shock karyawan di era kontemporer. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Data yang digunakan menggunakan data primer yaitu melakukan wawancara dengan karyawan perusahaan X dan data sekunder menggunakan literatur dan dokumentasi yang relevan dengan permasalahan yang diambil. Analisis data dilakukan melalui tahapan Reduksi Data, Penyajian Data dan diakhiri dengan penarikan kesimpulan. bekerja dari sistem rumah. Awalnya diizinkan di sektor yang fokus pada layanan, salah satunya adalah korporasi X. Perbedaan budaya kerja akan berdampak pada culture shock yang ditandai dengan perasaan cemas dan takut. Untuk mengetahui hasilnya, peneliti menggunakan teori ABC dalam culture shock. belum efektif karena penerapan 50% WFO dan 50% WFH, pelayanan belum tersampaikan secara maksimal, ketakutan akan penyebaran virus dari rekan kerja, dan belum bisa menyesuaikan pekerjaan rumah dan kantor bagi karyawan perempuan. Hal ini dikarenakan karyawan mampu menyesuaikan diri dengan era normal baru.

Kata Kunci : Budaya Perusahaan, Era Kontemporer

Abstract

The goal of this study is to determine the impact of corporate culture on employees shock in the contemporary era. This research uses a descriptive qualitative research method. The data used uses primary data, namely conducting interviews with employees of the X corporate and secondary data using literature and documentation relevant to the issues taken. Data analysis was carried out through the stages of Data Reduction, Data Presentation and then ended with conclusions. work from home system. Initially allowed in sectors that focus on services, one of which is the X corporation. Differences in work culture will have an impact on culture shock which is characterized by feelings of anxiety and fear. To find out the results, researchers use ABC theory in culture shock. not yet effective because of the implementation of 50% WFO and 50% WFH, services that have not been delivered to the fullest, fear of spreading the virus from co-workers, and not being able to adjust home and office work for female employees. This is because employees are able to adjust to the new normal era.

Keywords : *Corporate Culture, Contemporary Era*

INTRODUCTION

Changes in different work cultures certainly have an impact on the organization's work system. With the existence of a work from home policy, employees begin to use online application assistance which they feel can facilitate the completion of work such as WhatsApp, Zoom Cloud Meetings, and the application of other remote communication tools. However, this policy raises new problems that are often encountered, namely the difficulty of coordinating with office mates for employees who are used to the office atmosphere (Mungkasa, 2020). In line with the research of Shakti et al. (2021) The work from home policy raises a question from employees about how communication patterns with other people at work can work well and are also related to the use of facilities to fulfill work so that it can be completed properly.

Entering July 2021, the number of positive cases of COVID-19 has begun to decline. The government took steps to enforce activity restrictions through the DKI Jakarta Governor's Decree by

supporting 50% of office employees who focus on community service activities while still adhering to health protocols (Ministry of Home Affairs, 2022). Activities that are done from home have emerged comfort. But now, employees have to return to work from the office (work from office). The Ministry of Agriculture is one of the sectors engaged in community service that has made policy changes due to the COVID 19 pandemic.

The phenomenon of culture shock is characterized by the emergence of a feeling of anxiety, fear and the difficulty of interacting with many people and the emergence of a feeling of insecurity so that it has the potential to be bad for employee performance (Pratiwi & Susanto, 2020). Based on previous research by (Adianto, 2019) the impact of culture shock can be seen from the mindset, cognition and habits of employees including feelings of anxiety, fear, easy prejudice and difficulty interacting with co-workers. Based on the background that has been described.

METHODS

This study uses a descriptive qualitative research method. This approach was chosen to seek meaning, understanding, understanding of a phenomenon or event in human life by being directly or indirectly involved. The types of data used are primary data and secondary data. Primary data is generated through field research and literature studies obtained from data such as books, government regulations, laws and other documents relevant to this research (A. Muri Yusuf, 2014). Data collection was carried out through semi-structured interviews, passive observation, technique and source triangulation. The data collection technique used was purposive sampling technique and snowball sampling technique. Activities in data analysis are carried out interactively using the stages of Data Reduction, Data display and Conclusion (Sugiyono, 2018).

RESULTS AND DISCUSSION

The implementation of work from office has resulted in a shift in a new work culture for employees based on many causes. According to Cathie Draine (1990), the symptoms of culture shock arise from a feeling that can be seen from a person such as feeling sad, afraid, emotional and unable to act or choose to retreat when faced with a new condition called culture shock. However, other work cultures continue to operate normally. The three employees from the Ministry of Agriculture stated that there was an impact from the shift in work culture which led to culture shock. They are not used to the new work culture when they return to the office because they still feel comfortable working at home as before. Even though work from the office is able to make the work atmosphere more pronounced, for some employees who already feel a sense of comfort it will turn out to be foreign.

Changes that raise levels of anxiety and worry are based on reasons afraid of contracting COVID-19 and some colleagues who have not been able to comply optimally with health protocols (Rahmi, 2021). The increase in volume when returning to work in the office also causes the use of transportation which causes various problems with increasing air pollution, traffic accidents and causing stress levels due to traffic density which is synonymous with congestion. This also creates a feeling of fatigue and disrupts employee productivity. (Permatasari, 2020; Utami et al., 2013)

Through the integration of the ABC model, employees can easily express the impact that has occurred on the culture shock they are experiencing. The perceived impact is indicated by the presence of causes of stress on individuals and the difficulty of adjusting due to a different work culture (Maizan et al., 2020). The following is the impact of culture shock experienced by employees which is classified into affective, behavioral and cognitive components. Based on the Affective component, Winkles in Nuraini et al., (2021) states that culture shock can also be caused by a stress reaction, which is a physiological reaction caused by vulnerability to all diseases so that individuals feel stress that can have an impact on a person's psychology. . The impacts of culture shock felt by employees are:

Not being able to withstand the stress when they have to return to enjoy the traffic jams that occur when going to the office and returning home; (2) The emergence of a sense of anxiety when talking to many people. This is felt when talking with colleagues when discussing work or meeting

activities; (3) Employees are not used to preparing themselves and equipment early so that they come to the office on time. Regarding this, employees still have to make adjustments.

Based on the Behavior component, some of the impacts that occur on employees when they return to work in the office include: (a) Always carry hand sanitizer and spare masks when working in the office. This habit is often carried out to prevent transmission of the corona virus again in the work environment; (b) Disruption of communication and coordination caused by colleagues working from home, so they have to determine a schedule to meet; (c) Not providing services regarding the management of rank decrees and employee cards because they have to attend meeting activities; (d) Must prioritize homework so that they are often late to the office. As a dual role, female employees must be able to prioritize homework first

The emergence of new habits during the new normal which has become a necessity while maintaining health protocols such as maintaining hand hygiene, carrying hand sanitizers, maintaining distance, not touching the face and using masks properly and carrying spare masks as new habits carried out by employees (Mungkasa, 2020). Regarding the habits carried out by one of them by female employees where they have to prioritize housework so that they have to prioritize home needs first is a big challenge for women when working in the new normal era to have to remain professional at work, adaptive and innovative so as to be able to create conditions that are comfortable for them. family and able to show a form of professionalism in work. This shows that there is a level of boredom that is felt so that it becomes a psychological problem (Finance, 2020).

Based on the Cognitive component, research (Fauziyyah & Ampuni, 2018) states that the emergence of culture shock on a person's cognition if it has a negative impact will lead to low social skills in the form of insecurity, feelings of shame, and unhappiness. This is also felt by employees as follows: (a) Losing confidence when removing masks, because masks have become a special need, both when traveling and doing other activities outside the home; (b) Feeling nervous when meeting other people. Nervousness arose because I had not communicated directly for about 2 years.

The phenomenon of culture shock which is explained through the three components affective, behavior, cognitive will disrupt employee productivity in completing work in the office. Self-adjustment is necessary while at the same time being able to change oneself according to the environmental conditions being faced. Successful self-adjustment can have positive impacts that occur such as not showing excessive emotion, being able to learn from experience and being realistic about what has happened (Pratiwi & Susanto, 2020)

CONCLUSION

The change in the work from home policy to work from the office raises concerns for employees who have made adjustments and feel comfortable working from home. Different cultures give rise to fears and worries that result in confusion in prioritizing homework and work. Likewise with the time and distance to work which causes stress due to traffic jams as well as anxiety and fear when meeting many people. To overcome this, employees continue to maximize themselves in making adjustments by setting priorities and adjusting travel time to avoid stress due to traffic jams. Future researchers can improve and develop this research with other factors, use different methods and subjects, and can describe the forms of adjustment that employees can make when facing work from office policies during the new normal.

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